

WHAT IS CLAIMED IS:

1. A method for on-line auction where a server computer for the auction is connected to a client computer via communication network by the relation of the server-client, the method comprising:

(a) deciding whether there is an auction opened for a particular item;

10 (b) producing a new auction for the item if there is no auction opened for the item;

(c) withdrawing a present price inspection cash from a cash provider according to the request of a present price inspection by participants of the auction and decreasing the present price of the item by an amount of the withdrawn present price inspection cash;

15 (d) deciding a first bidder at the particular present price as a winner, determining the particular present price as a winning price, and closing the auction; and

(e) repeating the above steps for other bidders after the first bidder's bidding and new participants.

2. A method for on-line auction as recited in claim 1, further comprising:

5 (a) deciding whether there is a sponsor for the item being auctioned;

(b) deciding the sponsor as the cash provider if there is the sponsor and cash of the sponsor is larger than the present price inspection cash; and

10 (c) deciding the participant who requested the present price inspection as the cash provide if there is no sponsor or the cash of the sponsor is smaller than the present price inspection cash.

3. A method for on-line auction as recited in claim 1 or 2, further
15 comprising:

(a) deciding whether there is any remained quantity for the item if there is no auction opened for the item; and

(b) closing the auction for the item if there is no remained quantity for the item.

4. A method for on-line auction as recited in claim 3, further comprising:

(a) deciding whether there is a price discounted according to the remained quantity of the item;

5 (b) calculating the discount price if the discount is possible; and

(c) setting the initial price with discount price for the newly opened auction.

5. A method for on-line auction as recited in claim 1, further comprising:

(a) recording a reserved price and a reservation condition that the participant enters;

(b) deciding whether the auction which is progressing satisfies the reservation condition, comparing the reserved price with the present price if the auction progressing satisfies the reservation condition, determining the participant who made a reservation as a winner if the reserved price is higher than the present price and closing the corresponding auction.

6. A method for on-line auction as recited in claim 5, wherein ,
if there are a plurality of the reserved participants, the
comparison of the reserved price with the present price is made
between the reserved price made by the participant who reserved
5 the highest price and bade the first and the present price.

7. A method for on-line auction as recited in claim 1, wherein
the step (c) further include the step of deciding whether the
participant of the auction opened is the loser of the prior auction
and directly withdrawing the present price inspection cash if
10 that is true.

8. A method for on-line auction as recited in claim 1, further
comprising:

displaying the winner toward the winner and displaying the
loser toward the bidders after the first bidder.

15 9. A method for on-line auction as recited in claim 1, further
comprising:

(a) deciding whether the present price is below zero;
(b) determining the bidder who requests the present price
inspection to make the present price below 0 as the winner.

10. A method for on-line auction as recited in claim 1, further comprising:

displaying the winning price history of the prior auctions .
towards the participants.

5 11. A method for on-line auction as recited in claim 1, further comprising:

displaying the change of the present price of the auction
by the request of the participants.

12. A method for on-line auction as recited in claim 1, further
10 comprising:

recording a portion of the present price inspection cash
paid by the participants as the seller's profit.

13. A method for on-line auction as recited in claim 1 wherein
the auctions are established by a particular selling unit for
15 the particular item.

14. A method for on-line auction as recited in claim 1, further
comprising:

recording the decreased price portion by the present price inspections from the initial price as the seller's profit if there is a failure to the settlement of the item price.

15. An on-line auction system connected to client computers via
5 communication network in relation of server-client, the system comprising:

(a) a database server including a user database recording user information and user-cash in respect of each user, an item database recording item quantity, market price and present 10 price-inspection cash necessary to inspect present price of the item in respect of each item and an auction database recording item to be auctioned, open and close (end) of an auction and winning price in respect of each established auction; and

(b) a process part processing the steps including deciding 15 whether there is an auction opened for a particular item, producing a new auction for the item if there is no auction opened for the item, withdrawing a present price inspection cash from a cash provider according to the request of a present price inspection by participants of the auction and decreasing the

present price of the item by an amount of the withdrawn present
price inspection cash, deciding a first bidder at the particular
present price as a winner, determining the particular present
price as a winning price, and closing the auction, and repeating
5 the above steps for other bidders after the first bidder's bidding
and new participants.

16. A method for on-line auction as recited in claim 1, further
comprising:

filling up the user cash by the payment of the real cash
10 or other alternatives such as mileage or cyber money if the cash
of the cash provider is smaller than the present price inspection
cash.

17. A method for on-line auction as recited in claim 1 wherein
the auction procedure progresses for the item which a user of
15 the client computer registers as a seller.

18. A method for on-line auction as recited in claim 1, further
comprising:

displaying the present price inspection cash differently for the same item by setting the present price inspection cash differently.

19. A method for on-line auction as recited in claim 1, further
5 comprising:

displaying item information to be auctioned grouping the different items having the same present price inspection cash.

20. A method for on-line auction as recited in claim 1, further comprising:

10 displaying item information to be auctioned by the items for which the sponsor pays the present price inspection cash.

21. An on-line auction system as recited in claim 15 wherein the auction system is connected to a call center connected to user phones through telephone network, item information to be
15 auctioned is displayed by the voice and the auction procedure processes by pressing the phone buttons.

22. A method for on-line auction where a server computer for the auction is connected to a client computer via communication

network by the relation of the server-client, the method comprising:

(a) displaying item information by ratio of present price inspection cash to initial price;

5 (b) choosing an item by a user of the client computers which the user wants to purchase;

(c) deciding whether there is an auction opened for the item;

(d) producing a new auction for the item if there is no auction opened for the item;

10 (e) withdrawing a present price inspection cash from a cash provider according to the request of a present price inspection by the user and decreasing the present price of the item by an amount of the withdrawn present price inspection cash;

(d) deciding whether the decreased present price is below zero and determining the bidder who requests the present price inspection to make the present price below 0 as the winner if the decreased price is below zero;

(e) repeating the above steps for other bidders after the winner and new participants.

23. A price survey method wherein an appropriate price for an item is determined by averaging the winning price produced according to the on-line auction method in claim 1.

24. A method for on-line auction as recited in claim 5 wherein .

5 a reservation fee is collected from the participants trying the reservation.

25. A method for on-line auction as recited in claim 1 further comprising:

(a) holding a lottery for the participants; and

10 (b) awarding free gift to the lottery-winner.

26. A method for on-line auction as recited in claim 11 wherein the step of displaying the change of the present price is to display the change until the time when the participant inspect the present price.